



Hollywood Property Owners Alliance  
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★★★  
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Frank Stephan  
Treasurer  
*The Clarett Group*

Aziz Banayan  
*Albert Co., Inc.*

Lynda Bybee  
*MTA*

Michael Gargano  
*Argent Ventures, LLC*

Sam Hertz  
*Sam Theatres*

Ron Radachy  
*Oasis of Hollywood*

Hilary Royce  
*Church of Scientology International*

Alan Sieroty  
*Sieroty Company*

Tej Sundher  
*Hollywood Guinness Museum*

Thaddeus Smith  
*The Music Box/Fonda*

John Trouson  
*Trouson Investment Group*

Monica Yamada  
*CIM Group, Inc.*

★★★  
Kerry Morrison  
Executive Director  
*(Circular logo)*

July 9, 2008

TO: Glenn Robison  
Office of the City Clerk

FROM: Kerry Morrison  
Executive Director  
Hollywood Property Owners Alliance

SUBJECT: Second Quarter  
April 1, 2008 through June 30, 2008

As is required in our Agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District. In addition, attached to this memo is the quarterly financial report.

## I. Operational Issues

- The Financial Review, required by the city contract, was completed by Gleicher, Tilly and Leonard in April and mailed to the property owners on May 1, 2008.
- An All Property Owners Meeting for the Hollywood Entertainment District was held on Tuesday, May 27 at Mood.
- Chris Bonbright named Leslie Lambert, regional administrator for the CRA, and David Green, SVP with Nederlander West Coast (and past president of the board) to sit as ex-oficio members of the board.

## II Security

- HPOA staff were involved with a community coalition organized to prepare for the arrival of the national homeless "czar," Philip Mangano, the executive director of the US Interagency Council on Homelessness. He spoke to an invitation-only group of Hollywood's business leaders, at a luncheon underwritten by the United Way, on April 30, 2008 at the Roosevelt Hotel. As a result of this meeting, and the momentum created around planning for it, there is a continued desire to keep this coalition alive for the purposes of creating a plan in Hollywood to end homelessness within 10 years.
- Staff worked with community stakeholders to plan a "Family Day" at Selma Park which was held on May 31. This celebration culminated a three-year

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effort to transform the park into a children's playground. Prior to this, it had become a magnet for adult transients to hang out all day.

- The dominant issue facing the Security Committee at present relates to noise from nightclubs in the radius around Hollywood and Vine. Residents in the area have come to the Committee to express their frustrations. A special meeting of nightclub owners, residents, LAPD and the City Attorney/Neighborhood Prosecutor was held on May 8, prior to the regularly scheduled Security Committee meeting, to try to work out some agreements, communications and compromises. With that fragile understanding, ultimately LAPD Noise Enforcement Team was brought in, by the council office in late June, to conduct decibel readings. The results will not be known until July.
- A field trip was organized to take Hollywood business leaders, from all three BIDs and the Chamber, to view a permanent supportive housing facility for formerly homeless mentally ill people in Santa Monica, Step Up on Second. The trip was arranged on June 13, 2008.
- The BID was supportive of the annual PATH Project Homeless Connect Day, held at the Music Box Theatre on June 26, 2008. Staff volunteered that day, and approximately 600 homeless people were served. The board approved a \$2,500 contribution out of the security contingency budget toward the day's expenses.
- Morrison and MacPherson are participating in a task force, organized by the council office, to work on a new nightclub ordinance for Hollywood which will make it easier for the LAPD to enforce CUP restrictions, and also more tightly define those businesses that function as a restaurant versus those that function as a nightclub.

### III Streetscape Issues

- An RFP was issued to seek a competitive bid for the annual trimming of the trees along the Walk of Fame. In the past, True Green won this contract, but this year the contract went to Valley Crest. The trees were trimmed in June.
- Sarah MacPherson attended a meeting organized to begin planning for improvements and landscaping for the Argyle median (near Argyle and Yucca). This will be included in the renewed BID, after January 2009.
- A field trip to Culver City, to observe the various streetscape and landscape elements in the city, was organized for June 27 for representatives from both the Hollywood and Sunset BIDs.

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#### IV Marketing Issues

- Work continues on the traffic and parking related website, [www.navigatehollywood.com](http://www.navigatehollywood.com), which is funded by a cooperative venture of Hollywood developers and other businesses. A logo was selected and content is being developed for an anticipated late summer launch.
- Work commenced on the annual Visitor's Guide and Map, a \$98,000 project that is funded by a Marketing Cooperative (businesses in both the Hollywood and Sunset BIDs that pay for a position on the map).
- In May, an initial meeting was held with Hollywood developers re/ the concept of developing an overall brand that would unite all of Hollywood's marketing efforts.
- The marketing brochure that explains and promotes the renewal of the BID was completed in time for the May mailing of the petitions and Management Plan.

#### V. BID RENEWAL

- Extensive efforts were underway during this period to make final adjustments to the Management Plan and Engineer's Report, to send out petitions and seek petitions for validation by the City Clerk's office. During this quarter:
  - ▶ the Management Plan package (including the Engineer's Report and petitions) was mailed to all property owners on May 13, 2008;
  - ▶ by June 11, 2008 the threshold was reached to seek an Ordinance of Intention by the city to form the BID (51.37%);
  - ▶ revisions were made to the MDP, Eng. Report and database to reflect demolitions and reduced building area in the new BID, and new documents were produced and submitted to the city on May 13;
  - ▶ The City Clerk officially confirmed a petition count of 54.73% on June 17, 2008
  - ▶ The Draft Ordinance of Intention was approved by the City Attorney on June 18;
  - ▶ The official signed Engineer's Report was hand-delivered to City Hall on June 19;
  - ▶ All balloting materials were prepared (including the database) for delivery to City Clerk during the week of June 23;
  - ▶ The Ordinance of Intention appeared on the City Council agenda on June 24. Because there were not 12 members present, the ordinance had to come back for a second reading on July 8

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VI. OTHER

- Kerry Morrison attended the National Homeless Summit in Washington DC in early April, 2008.
- Morrison testified at the Taxicab Commission on May 15 in favor of a "demonstration project" to allow people to hail a cab in Hollywood. This measure will next go to the City Council.
- Morrison testified at the CRA Board of Commissioners hearing on June 19 to urge funding for the street outreach program developed by PATH, HERO (Hollywood Emergency Response and Outreach).

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## Hollywood Property Owners Alliance

### Annual Limits & Year-To-Date Totals Quarter Ending June 30, 2008

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	2,433,535	2,123,603				
City Fees	25,200			25,362	-	
Contingency	36,000		(15,950)	905	35,095	
Administration	155,904		47,902	81,390	74,514	
Security	1,260,000		314,798	532,660	727,340	Quarterly report is issued on cash basis. Invoices for Security & Maintenance contracts are received after services are provided.
Maintenance	704,950		113,742	254,762	450,188	Additional expenses will be accrued at year end.
Personnel	304,296		77,858	155,788	148,508	
ED&C/Marketing	96,000		34,366	43,519	52,481	
<b>TOTAL</b>	<b>2,582,350</b>	<b>2,123,603</b>		<b>572,717</b>	<b>1,094,387</b>	<b>1,488,125</b>

Other income (not included above):

DWP Grant	
Assessment Penalties	
Interest-LA City	
Interest-other	
Total other income as of June 30, 2008	<b>9,760.24</b>